

# STRATEGIC PATHWAYS TO PROSPERITY: UNLEASHING SUSTAINABLE DEVELOPMENT THROUGH SMART SPECIALISATION STRATEGIES IN LAGGING REGIONS – A CASE STUDY OF CALABRIA, ITALY

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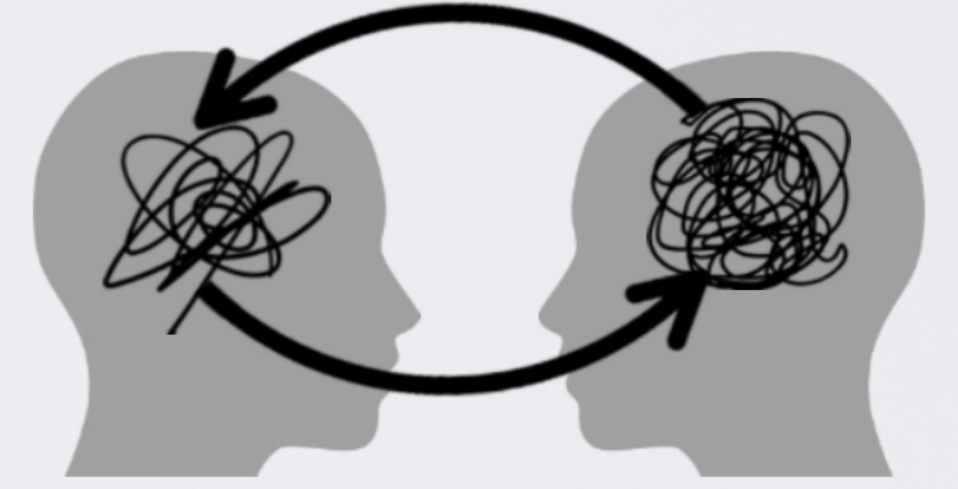
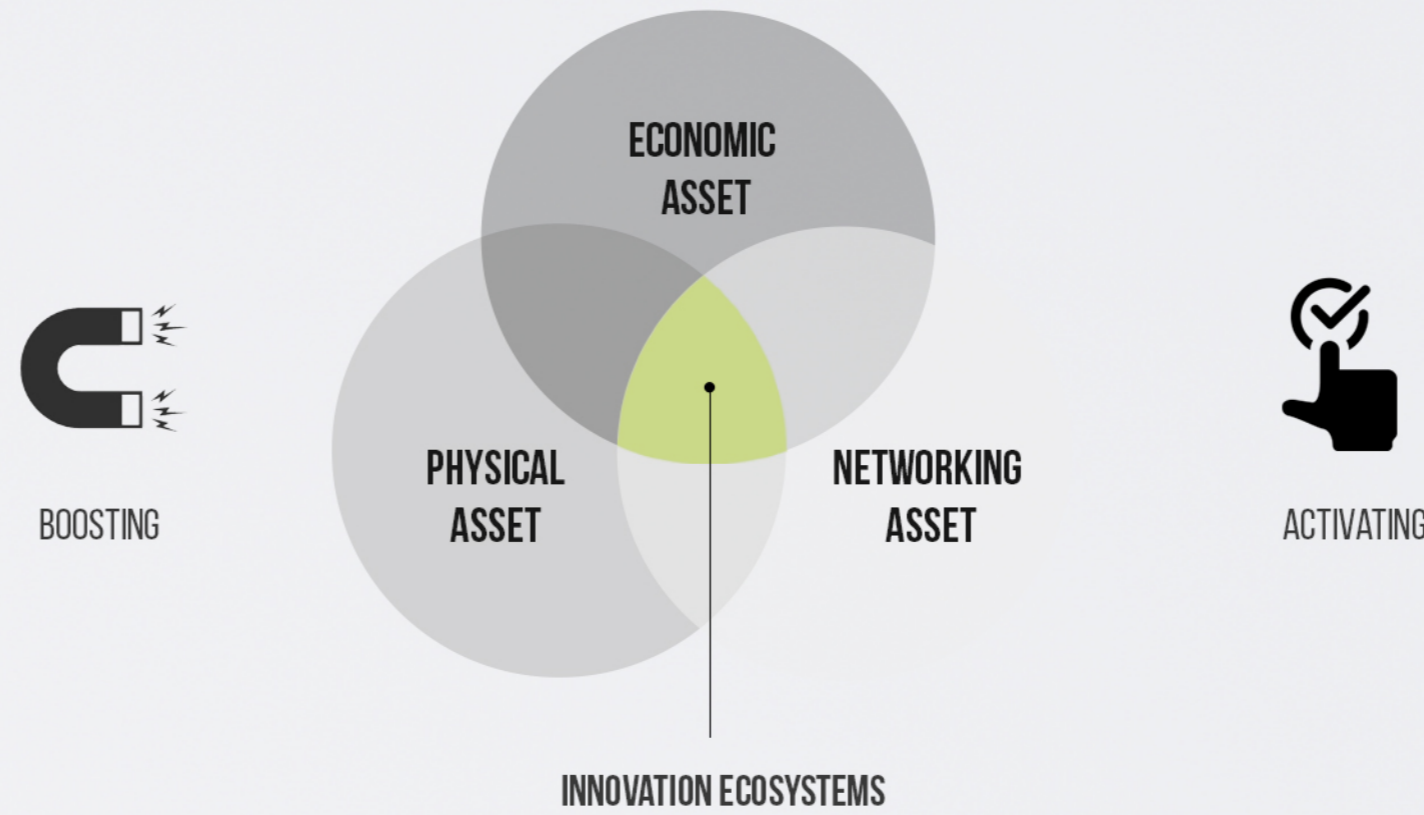
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TARGETED SDGS



CITIES AS INCUBATORS OF INNOVATION BUSINESS ENVIRONMENTS



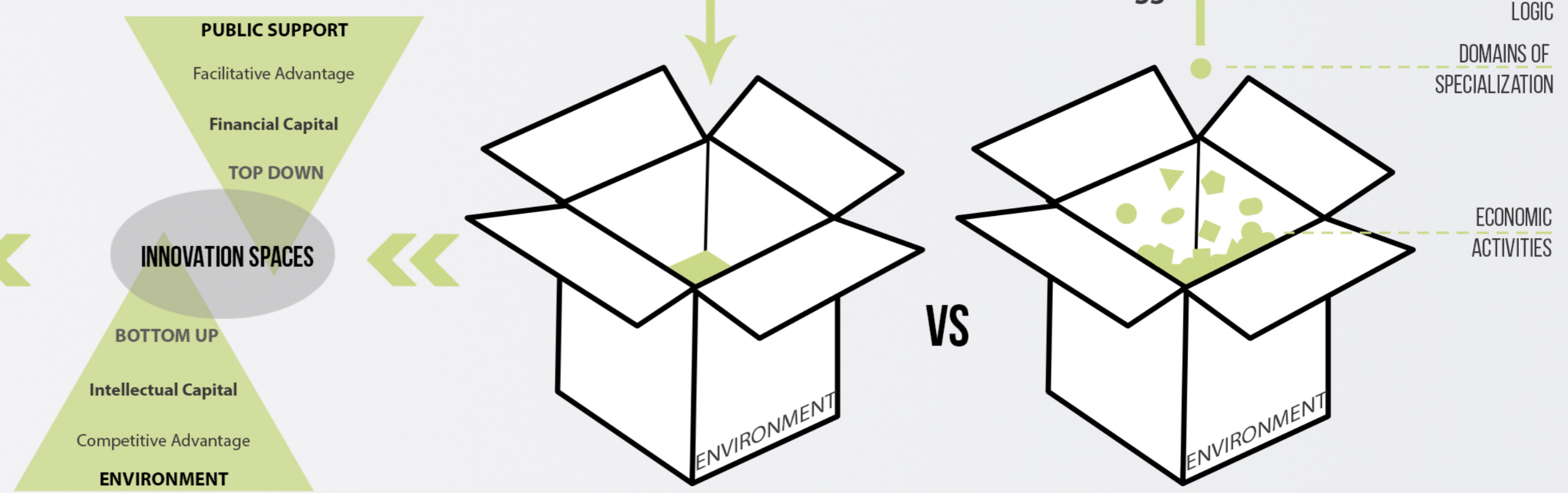
KNOWLEDGE FLOWS NECESSARY FOR THE ENTREPRENEURIAL DISCOVERY PROCESS



## CASE STUDY CALABRIA, ITALY

DIFFICULTIES IN SPURRING LOCAL ECONOMIC DEVELOPMENT IN UNDERDEVELOPED, REMOTE, OR LAGGING CONTEXTS

LOW-GROWTH EUROPEAN REGIONS SOURCE: EUROPEAN COMMISSION (2017)

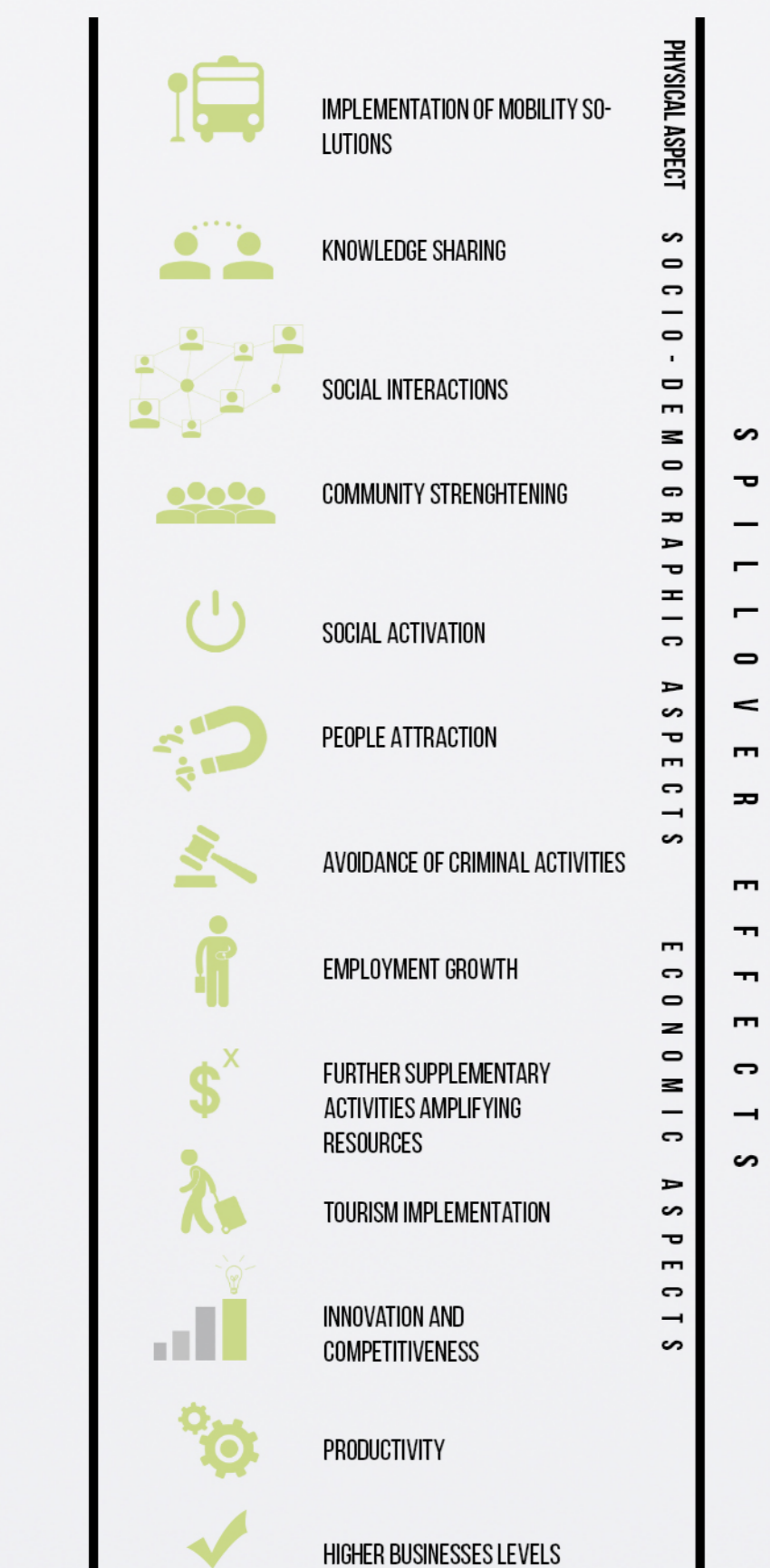


## NECESSITY OF INVESTING IN



REGION	REGIONAL INNOVATION SCOREBOARD 2014	DOMAINS OF SPECIALIZATION	MACRO AREA	GROWTH OF CCIS OVER THE PAST YEARS
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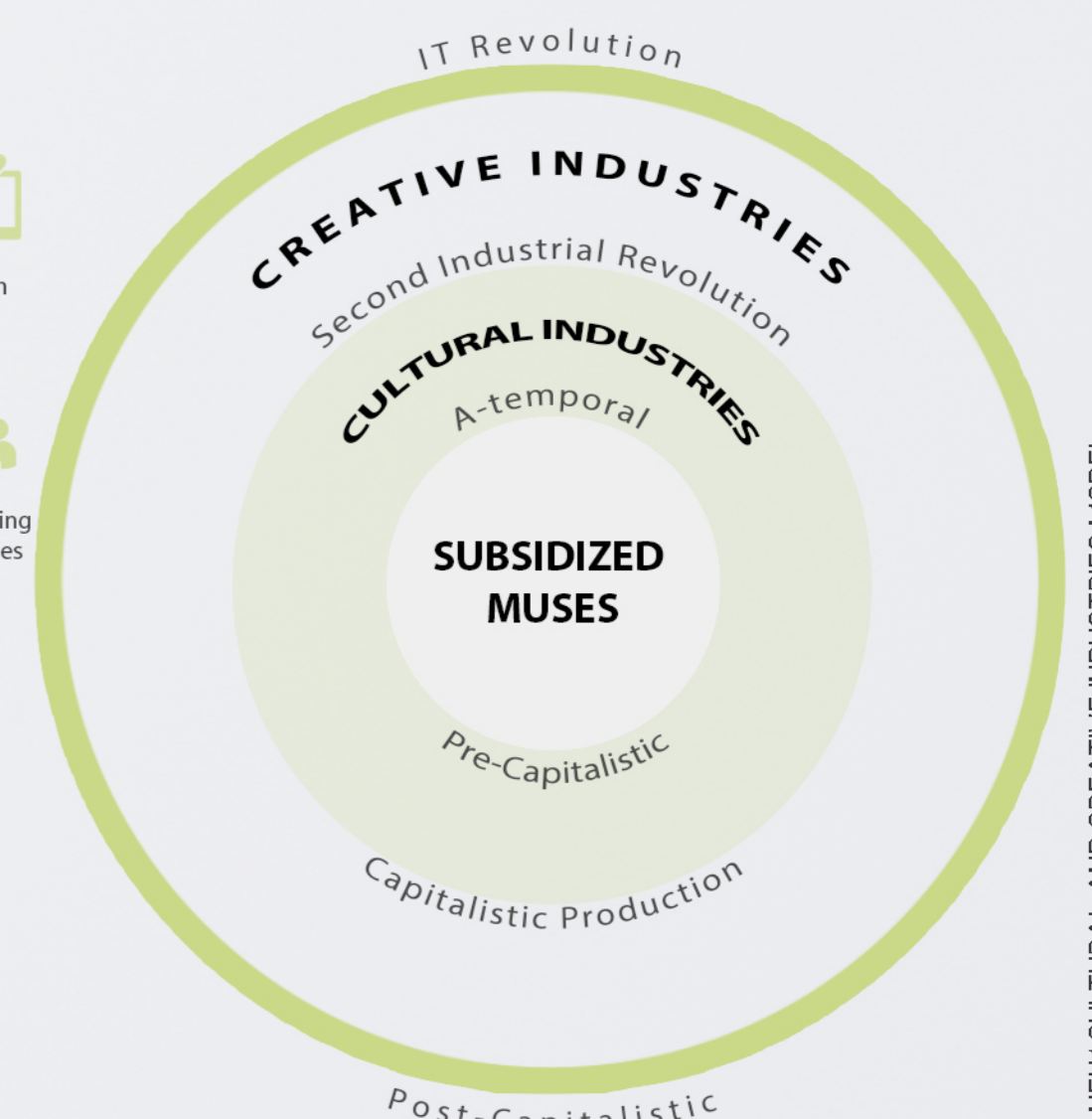
Calabria	Moderate	Agrifood Building/Green building <b>Tourism and Culture</b> Logistics Environment and natural hazards Life Science Smart Cities	<b>ARTISTIC &amp; CULTURAL INDUSTRIES</b>	<b>0,06 %</b> points of the added value share, which is higher than the national quota.
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IN A LAGGING CONTEXT, A **CULTURAL DISTRICT** EMERGES AS A BEACON OF CREATIVE EXPRESSION, FOSTERING LOCAL TALENT AND ATTRACTING VISITORS SEEKING UNIQUE EXPERIENCES. THROUGH VIBRANT ART INSTALLATIONS, PERFORMANCES, AND COMMUNITY EVENTS, THE DISTRICT REVITALIZES URBAN AREAS, INFUSING IT WITH NEWFOUND ENERGY AND PRIDE IN ITS CULTURAL HERITAGE.



BOOSTING INNOVATION AND COMPETITIVENESS THROUGH **INNOVATION SPACES** (CULTURAL DISTRICTS, FAB LABS, CO-WORKINGS...)



**CULTURAL AND CREATIVE INDUSTRIES** = SPECIALIZED DOMAINS OFFERING AVENUES FOR STIMULATING INNOVATION VIA **SMART SPECIALIZATION STRATEGIES**, THEREBY FOSTERING NOVEL COMPETITIVE ADVANTAGES TO BOLSTER ECONOMIC GROWTH.

SOURCE: AUTHORS' ELABORATION, BASED ON SYMBELLA (2016).

NEW CULTURAL AND CREATIVE INDUSTRIES MODEL. SOURCE: AUTHORS' ELABORATION (2016), BASED ON THE THEORIES OF VALENTINO, P.A. (2013).